

City of Cincinnati



Date: June 21, 2005

To: Mayor and Members of Council

From: Valerie A. Lemmie, City Manager

200510199

Subject: Emergency Ordinance – Automated Traffic Enforcement Vendor

Attached is an ordinance captioned as follows:

AUTHORIZING the City Manager to negotiate with and enter into an Agreement with Redflex for implementation of an automated traffic enforcement system using photographic equipment to record vehicles entering intersections in violation of Cincinnati Municipal Code Section 502-19(c) and/or operating a vehicle in excess of the speed limits set forth in Cincinnati Municipal Code Section 506-8, and authorizing such vendor to issue civil citations to the registered owners of such vehicles.

Background

On August 4, 2004, City Council passed Ordinance No. 261-2004. This ordinance, which took effect in September 2004, adopted an automated traffic enforcement system using photographic equipment to record vehicles entering intersections in violation of § 502-19(c) and/or operating a vehicle in excess of the limits set forth in §506-8. The ordinance allows for the issuance of civil citations to the registered owners of such vehicles.

On February 1, 2005, the Police Department published a Request For Proposals to select a vendor to implement an automated traffic enforcement system. The deadline for submission of proposals was March 10, 2005. The Police Department received proposals from six vendors by the deadline: Transol, Redflex, A.C.S., Nestor, Peek Traffic and Traffipax.

A selection committee, comprised of City personnel from Traffic Engineering, Budget and Evaluation, the City Manager's Office and the Police Department, reviewed all of the submitted proposals and graded them on a standardized scoring matrix.

The committee then reduced the list of vendors to four applicants who were invited to make presentations to the full committee.

The four vendors making presentations were:

- Redflex
- Nestor
- Peek Traffic
- A.C.S.

Findings and Recommendation

After viewing the presentations, the committee recommended **Redflex** as vendor for the City of Cincinnati's photo red light and mobile speed enforcement program.

Redflex has 450 digital systems established in the United States and 800 worldwide. They offer many options for transference of data images collected by both systems. They presented several options for the detection of red light violations; induction loops, radar, and video sensors. Redflex is willing to install any of these systems for the City, but recommends induction loops for the most accurate red light detection.

Redflex is a company large enough to support a program in a city the size of Cincinnati. They were recently awarded a contract with the City of Columbus, Ohio. Redflex currently supports Ohio programs in Toledo, Dayton and Northwood. As a result, they have a pre-established contract with the Ohio Bureau of Motor Vehicles. Their presentation included an outstanding strategy for dealing with non-compliance of payment. Redflex's red light system was the highest in quality for accuracy, clarity and issuance of citations.

The most valuable asset Redflex has is their ability to "go live" within two weeks from date a contract is signed. They offer a mobile red light system that can be used for public awareness, demonstrations and site selection. No other company has the capability to offer nearly instant use of a photo red light system. This also offers the City the ability to use a photo red light system in many different neighborhoods without the cost of permanent construction.

Redflex's mobile speed enforcement system is GPS linked for instant site identification. This allows the officer to automatically record their location and prevent any errors in citation issuance.

Redflex has tentatively retained the services of a local engineering firm and a contractor who have established working relationships with the City of Cincinnati. This gives them a distinct advantage in expediting the installation of their system.

Intersection Site Selection

For purposes of a presentation given to the Law and Public Safety Committee on June 21, 2005, ten intersections were selected as prospective sites for the red light cameras. These intersections are representative of areas that have a high number of accidents caused by red light violations, as well as citations written for red light violations. The sites were selected based on reports from Police Traffic Section, Traffic Engineering and the Police Crime Analysis Unit.

The final site selection will be conducted formally upon City Council's approval to award the contract to Redflex. The selection will include input from the sources already mentioned, as well as citizen requests, City Council recommendations and Redflex's geographic surveys for feasibility.

This ordinance will allow the City Manager to negotiate with and enter into an agreement with Redflex for implementation of the automated traffic enforcement program. The administration recommends passage of this ordinance.